



Business Programs

[Construction](#)

[NAF Contracting](#)

[Recreation](#)

[Financial
Management](#)

[Human Resources](#)

[Information
Management](#)

[Internal Review](#)

[Family Programs](#)

[Child and Youth
Services](#)

[Planning and
Operations](#)

[News](#)

360°

(ud.6/27/2007)

[Site Map](#) [Tree Map](#)



[Printable Version](#) | Issue 2, 2007



Marketing

Marketing Plan Pro Tip:

Did you know that you can include images in any topic in your Marketing Plan Pro marketing plan?

Marketing Plan Pro allows you to insert images or graphics into any text topic in your marketing plan. There is no limit to the number of images that you can include. The use of images such as site locations, merchandising or floor layouts, pictures of MWR management teams, or the MWR logo allows you to make your plan as visual as you feel is warranted.

You can easily insert images using the "Insert Image" tool in the toolbar just above any topic, by right clicking in the topic and choosing insert then image, or by using the image option from the insert drop down menu at the top of the program.

Marketing Plan Pro archived training webinar available for viewing

Did you miss the Marketing Plan Pro 9.0 webinar training conducted earlier this year? Need to refresh on a program tip or two?

If so, visit the archived training webinar available at: <http://www.army.mil/fmwrc/documents/marketing/planpro/armymwr-nero.html>

The webinar is edited and runs approximately 50 minutes in length, however can be navigated by specific content sections.

Have a marketing plan or MWR marketing success story to share? Please e-mail mktg360@fmwrc.army.mil. We'd love to hear from you!

Design Studio

Use of color is very important to our MWR brand. You may have seen many of our promotional items designed in our "MWR blue". Click [here](#) to read more about the importance of color in brand marketing initiatives.

Looking for a way to reduce the size of your Mac files?

Click [here](#) to learn more about how to make your MAC PDF's smaller.

News

The FMWRC Marketing Communications Division has recently experienced some transitions on our MWR Marketing Team. The

team would like to extend congratulations to Mr. David Gross, former chief MWR Marketing Communications Division, on his new position as a Strategic Planning and External Affairs Specialist for the Department of Defense Inspector General's Congressional Liaison and Legislative Affairs Office.

Congratulations and best wishes are also in order for Ms. Jane Tucker, Visual Information Specialist, and our own MWR brand guru, as she relocates to Rhode Island for a new position as Senior Art Director with Raytheon.

Congrats David and Jane. You will be missed!

Trends

* The Source of information below is from the "2007 Research Alert Yearbook" with the cited source in brackets.

FAMILY, CHILD AND YOUTH

Daycare/Babysitting Rates Rose In 2005

- The cost of daycare rose 5.6% in 2005, to \$611.43 per month, and the cost of babysitting rose 4.7%, to \$6.04 per hour, according to Runzheimer International. The cost of full-time daycare (eight hours per day, five days per week, for a two-year-old child) ranged from \$232.41 in San Juan, Puerto Rico, and \$356.67 in San Antonio, TX, to \$1,088.33 in New York City, and \$1,006.94 in Boston. The hourly rate for hiring a teenager to supervise a four-year-old in the premidnight evening hours ranges from \$2.90 in Portland, OR, and \$3.08 in Casper, WY, to \$11.08 in New York City, and \$10.00 in Manchester, NH. [Source: Runzheimer International]

- The number of summer day camps for children has grown by nearly 90% since 1986. The number of family camps that children and parents attend together, though small to begin with, has jumped 215% since 1991. [Source: American Camp Association]

FOOD, BEVERAGE AND ENTERTAINMENT

- Consumers are spending less on food to eat at home and more on eating out. When they do eat in, they are looking for convenience. With the proliferation of single-parent families and those in which both adults work, people have less time to cook and are turning to food retailers to help them out. Sales of prepared foods jumped 21% in three years. Frozen food and packaged salads also rose in popularity.

- Convenience is important when dining out, too. Fast-casual restaurants get families in and out quickly for a sit-down meal. Many consumers don't even have time for a sit down meal in a fast-food restaurant—the number of meals eaten in cars has increased 70% in 20 years.

- Two thirds of adults drink alcohol, compared to one in 10 who say it's never okay to drink. Wine has surpassed beer as adults' preferred alcoholic beverage (39% vs. 36%), and a large majority say they like to have a bottle on hand. Both wine and beer are still more popular than liquor and spirits.

- Among non-alcoholic beverages, consumption of carbonated soft drinks decreased for the first time since the category has been tracked, despite strong sales of energy drinks. Sales of bottled water, ready-to drink coffee, and sports drinks each saw significant gains. [Source: Research Alert Yearbook 2007]

INTERNET/COMPUTERS

More Teens Than Adults Experience Hearing Problems

- More than half of high school students (51%) and 37% of adults have at least one symptom of hearing loss, according to Zogby International for the American Speech-Language-Hearing Association. More than a quarter of students (28%) and adults (26%) find themselves turning up the volume on their TVs or radios; 29% of students and 21% of adults need to say "what" or "huh" during normal conversations; 13% of students and 16% of adults say people often seem to mumble or speak with muffled voices; and 17% of students and 12% of adults experience tinnitus or ringing in the ears.

- More than eight in 10 students (82%) and almost as many adults (78%) use cell phones. Walkmans or portable CD players are used by 62% of students and 36% of adults. Equal percentages of teens and adults use iPods or other MP3 players. Adults use them for longer periods of time, but teens turn up the volume higher. Teens (53%) are significantly more likely than adults (33%) to express concern about possible hearing loss from the use of these products. However, 58% of teens (and 48% of adults) say they're unlikely to cut back on the use of these devices to prevent hearing loss. Both teens (69%) and adults (50%) choose lowering the volume as the most preferred method of preventing hearing loss. Both teens (43%) and adults (32%) believe that television is the best way to reach young people with messages about the dangers of hearing loss. [Source: Research Alert Yearbook 2007]

LEISURE

- Americans made a projected 4% more leisure trips and 1% more business trips in 2005 than in 2004. [Source: Travel Industry Association of America]

- Six in 10 Americans (60%) take at least one annual vacation, and 60% of these go to the same destination year after year. [Source: Travelocity]

- August is the month when the most people plan to vacation (29%), followed by July (27%) and June (24%). [Source: MapQuest]

- More than half (54%) of travelers take at least half of their vacation time during the summer months. [Source: TripAdvisor]

- Women are more likely than men to enjoy camping trips (9% versus 7%), while men prefer traveling to exotic locales (11% of

men versus 4% of women) or golf vacations (4% versus 1%). [Source: MasterCard Advisors]

Wealthy Travelers Turn To The Internet For Information

Nearly three-quarters of U.S. summer travelers (74%) use the Internet to research and make travel plans, says BurstMedia. The Internet has become the primary source for travel information and reservations for 28% of travelers, and another 46% use the Internet but not as their primary resource. Not surprisingly, use of the Internet for travel plans increases with household income. In addition, within each income bracket, the percentage of users making the Internet their primary source for travel plans also increases. Eight in 10 Americans (79%) plan to travel this summer, with 52% of those taking the same number of trips as last year. Almost three in 10 travelers (28%) are increasing their amount of travel, while 20% are taking fewer trips. Of those traveling less, 39% say that the price of gas is a factor in that choice. Gas prices also influenced one-third (33%) of those who aren't vacationing this summer to stay home.

[SOURCE: "BurstMedia Online Insights: Summer Travel 2006"]

SPORTS AND FITNESS

- Fewer Americans are participating in most sports, though fitness is an exception, with sales of fitness equipment steadily increasing in recent years. Indeed, fitness gear accounts for 22% of all sports equipment sales, and 80% of that goes into the home as opposed to a gym. Nearly one in five people who exercise in a gym also exercise at home. [Source: Research Alert Yearbook 2007]

Exercise Walking Is Still Americans' Favorite Sports/Fitness Activity

The number of Americans who walk for exercise grew 1.5% in 2005 to 86.0 million. It remains the most popular sports/fitness activity for Americans age seven or older, a position it has held since 1990, according to the National Sporting Goods Association (NSGA). Swimming, with 58.0 million participants, regained the number-two spot, which it hadn't held since 2002. Camping, which had replaced swimming as the second-most popular activity in 2002, dropped to fourth place in 2005, with 46.0 million participants (-16.8%). Exercising with equipment was in third place in 2005, with 54.2 million participants (+4.0%). Participation in most fitness activities grew in 2005. Weightlifting grew fastest, up 35.4% to 35.5 million participants. Five of the 14 most popular activities are classified as fitness-related, and exercise walking is poised to become the first 100-million-participant activity within the next few years, according to the NSGA. Six of seven team sports saw increases in participation in 2005. Most notable was tackle football, which grew 15.5% to 9.9 million participants in 2005, after declining 5.3% in 2004. Other team sports with double-digit increases were softball (+12.7%) and volleyball (+11.9%). Baseball was the only team sport to lose participants in 2005; participation fell 7.7% to 14.6 million. "Participants" are defined as those age seven or older who take part in a sport or fitness activity more than once a year.

[Source: "Sports Participation in 2005: Series I and II," National Sporting Goods Association]

Bowling Tops In Sports Participation

- Americans (53.5 million of them!) go bowling at least once a year, according to a study of sports participation by the Sporting Goods Manufacturers Association (SGMA). Aside from recreational walking and swimming, which SGMA considers separately, bowling is the most popular participatory sport in the country. Basketball, the 10th most popular sport overall, is the most popular team sport. Of the top 10, four are fitness activities, and three are outdoor activities. The greatest increases in participation from 2005-2006 belong to lacrosse (up 78%), surfing (up 37%), and ice hockey (up 29%). The biggest losers are boxing (down 47%), cross-country skiing (down 33%), and grass volleyball (down 20%). As a whole, sports participation is holding steady, according to Mike May of SGMA.

TOP 10 MOST POPULAR PARTICIPATORY SPORTS IN THE U.S., 2006

SPORT	NUMBER PARTICIPATING
	(In millions)
1. Bowling	53.5
2. Treadmill exercise	48.0
3. Stretching	42.3
4. Freshwater fishing	42.1
5. Tent camping	38.6
6. Running/jogging	37.8
7. Day hiking	36.6
8. Fitness walking	36.3
9. Billiards/pool	35.0
10. Basketball	32.0

[SOURCE: Sporting Goods Manufacturers Association
SOURCE: "SGMA Sports Participation Trends"]

Research

Here is a good website for you to bookmark if you are looking for demographic information about our Army:
<http://www.armyg1.army.mil/hr/Demographics.asp>

* The Source of information below is from the "2007 Research Alert Yearbook" with the cited source in brackets.

DEMOGRAPHICS

U.S. Households Grow Smaller

- U.S. households are growing smaller, according to the U.S. Census Bureau. The proportion of households consisting of one person living alone increased to 26% in 2005 from 17% in 1970. By 2005, just 10% of the nation's households contained five or

more people, down from 21% in 1970. During the same period, average household size declined to 2.57 people from 3.14. The median age at first marriage grew to 27.1 years for men and 25.8 years for women in 2005 from 23.2 and 20.8 years, respectively, 25 years earlier. Some 50.6 million children younger than 18 (67%) lived with two married parents in 2005. Another 20.7 million lived with one parent—17.2 million with their mother and 3.5 million with their father.
Source: ["Families and Living Arrangements: 2005," U.S.Census Bureau]

Half Of All Households Have At Least One Musician

- More than half of U.S. households (52%) have at least one person over the age of five who plays a musical instrument, according to a U.S. Gallup Poll conducted for NAMM, the trade association for the music products industry. There are two or more musicians in 40% of U.S. homes. The number of musicians age 18-34 has increased 5% since 2003, making it the fastest-growing age group. More women (51%) than men (49%) play musical instruments. The U.S. market accounts for 42.7% of all musical instrument purchases, followed by Japan (15.6%) and the U.K. (6.7%), according to NAMM. Guitars are the best-selling musical instruments in America, with about 3.4 million sold in 2005.
Source: [NAMM, "2006 Music USA: NAMM Global Report," Joe Lamond]

America's Longevity Gap

The difference in the average life expectancy between U.S. populations with the highest and lowest longevity (Asian women and urban Black men, respectively) is 20.7 years, according to a study in PLoS Medicine. This difference is unusually great compared to that in all other countries, and isn't explained by race, access to healthcare, or income as previously thought, according to the study. The researchers find that the differences are largely the result of chronic diseases among young and middle-aged adults.

LIFE EXPECTANCY GROUPS AND THEIR CHARACTERISTICS

LIFE GROUP	INCOME	LIFE EXPECTANCY
10.4 million Asians	\$21,566	85
3.6 million Whites in the Dakotas, Nebraska, Iowa, and Montana	\$17,758	79
214 million White, Asian, and Native Americans in middle America	\$24,640	78
16.6 million Whites in Appalachia and the Mississippi Valley	\$16,390	75
1 million western Native Americans	\$10,029	73
23.4 million Black middle Americans	\$15,412	73
5.8 million southern Blacks	\$10,463	71
7.5 million urban Blacks in counties in the 95th percentile for homicide risk	\$14,800	71

[SOURCE: PLoS Medicine, "Eight Americas: Investigating Mortality Disparities Across Races, Counties, and Race-Counties in the United States" by Christopher Murray et al, PLoS Medicine, Barbara Cohen, Public Library of Science]

Web

Your MWR website is public and potentially risks the security and privacy of our Soldiers and their families. Webmasters must be vigilant and avoid placing information which jeopardizes sensitive information of all types. This information includes maps, organizational charts, and any information regarding troop movements. When in doubt the first stop should be to consult with the PAO regarding any potentially risky information.

You can read more about this and other MWR website essentials on the FMWRC webmaster page:
http://www.armymwr.org/home/Show_file.asp?fileID=943 or consult with webmaster@fmwrc.army.mil.

Sponsorship and Advertising

Speed Stick 24/7 Sweet Smell of Success Tour

The Corporate Partnership office at FMWRC secured a sponsorship agreement with MarketSource, Colgate's Event Marketing Agency, to bring the Guy Mennen's Speed Stick 24/7 Sweet Smell of Success Tour to eleven Army installations that were selected by the sponsor. The tour includes a "dream job employment center" where patrons can apply for dream jobs such as an exotic race car driver, photographer's assistant for Maxim magazine, honorary time keeper at a WWE competition, and more. The applicants will receive 'job training' via video gaming on computers and have a chance to win a paid for trip to their dream job for up to one week. The tour that launched in April and runs through July will provide funding to the participating garrisons.

AFRC's Great Getaways Sweepstakes Promotion

The AFRC Great Getaways Sweepstakes promotion launched on June 1st and will run through August 31st, 2007. The goal of this promotion is to increase awareness of each of the four Armed Forces Recreation Centers (AFRC) locations as world class resort destinations for Service Members and their Families; increase awareness of the www.armymwr.com/afrcresorts website; and promote the ability to book vacations online.

A summer-long online sweepstakes will encourage service members and their families to visit the website and enter for a chance to win a grand prize vacation and many other exciting prizes.

The AFRC Great Getaways sweepstakes promotion, sponsored by Stars & Stripes, is open to the total defense force over 18 years of age--Service Members, Retirees, DoD Civilians and their Families.

AT&T Army-wide Advertising Promotion

The 2006-2007 AT&T Army-wide Advertising Promotion After Action Report is due by August 31st, 2007. Please do not wait until the last minute to prepare your report as deadline extensions are not possible.

Installations will receive an application form for renewal of their participation in the promotion. A proposal for renewal by October 1st, 2007 will be sent to AT&T at the beginning of July.

Income and Expense Reports

Forms and guidelines for the reporting of sponsorship and advertising income and expenses will be posted on the ArmyMWR.org website in August. Income and expense reports are due by November 30th, 2007. It is imperative that both income and expenses are reported correctly to show the return on investment for this important program. Installation sponsorship and advertising managers must compare their recorded cash income with the income reported in SMIRF and correct any discrepancies before submitting their reports.

Sponsorship and Advertising Desk Reference

FMWRC Corporate Partnerships is currently working on the revision of the desk reference. Although installations have previously submitted sample documents to be included in the desk reference, we greatly would appreciate updated documents from the garrisons. Any submissions should be e-mailed to Gabriele.Drechsel@us.army.mil.

2007 IEG Sponsorship Conference

The 24th Annual IEG Conference was held March 11-14 at the Hilton Chicago hotel. This year's theme was "The Next Big Thing" which had an overall conference attendance of 1400 people. Twenty Army MWR Marketing and Sponsorship professionals attended the conference at the reduced military rate of \$1,049, a 40% reduction from the regular registration fee. The Corporate Partnerships office will negotiate a reduced military rate again for the 2008 conference.

Shortening The Sales Cycle And Increasing Close Rates

John Griffin, SVP; Tim Tlusty, SVP; Katja Lindo, VP - IEG Advisory Services

- Upfront Contracts
 - Provide acknowledgement and permission to ask tough questions
 - Finding Challenges, Selling Solutions
 - No challenges, no sale
 - Discovery vs. Convincing
 - What is keeping them up at night
 - Takeaway 3-5 challenges
 - What is it in dollars and cents worth to them?
 - Make it personal
 - Selling solutions
- Budget Discussions
 - Qualify their budget as fitting the types of programs you can offer
- Decision Making Process
 - Ask the sponsor- who besides yourself would be involved with the decision making process?
 - Who else are you talking with?
 - What is it going to take for you to move forward?
 - What type of criteria are you going to use when determining if this sponsorship is right for you?

Steps To Upgrading Sponsors To Higher Fees

Nancy Stinson-Harris Managing Director, Corporate Alliances and Cause Related Marketing American Diabetes Association – 2007 IEG Conference

1. Combine many of your installations assets to create a very valuable package.
2. Be the pebble in the shoe- continually persisting in a sponsorship dialogue will reap rewards.
3. Communicate frequently with your prospects and sponsors about relevant information such as their target market and new sponsorship opportunities.
4. Host a summit where sponsors can talk to each other, share success stories and how their sponsorship at your installation has met their objectives. Allowing them to talk will sell your installations' activities for you!
5. Define exactly what it will take for your clients' sponsorship to be a success. This will allow you to persuasively explain how successful the activation was in the after action report.
6. Give sponsors more benefits than they expected from the negotiation, let them enjoy the extra benefits then add to the sponsorship the next year- for an increased fee.
7. Presenting your sponsorship opportunity as a value that is absolutely worth the fee will create a strong success rate with larger rewards for you!

The 22 Traits of Successful Sales People

Tim Connor; "The Selling Advantage"

- They manage their attitudes from inside-out instead of outside-in.
- They are on fire with passion and desire.
- They are a resource for their clients by going the extra mile.
- They are excellent communicators.
- They are focused and concentrate on the task at hand.
- They are able to win the support of all inside support staff.
- They spend more time getting information than giving it.
- They sell value, not price. They know that this is the most important issue to the customer.
- They manage their resources of time, money and people.
- They keep in touch with their clients on a regular basis.
- Their primary goal is service and customer loyalty.
- They honor their commitments.
- They give something back to their community and their profession.
- They network and understand the value of good contacts.
- They have lofty goals. They don't always reach them, but they aim for the stars.
- They promise a lot and deliver even more.
- They understand the importance of knowledge of customers, competitors and the marketplace.
- Their word is their bond.
- They work hard and smart.
- They soothe the ruffled egos of disappointed and angry customers.
- They are ambassadors for management, building positive on-going relationships that can increase business and profits.

Archives: [Issue 1, 2007](#)

[Return to Marketing Communications](#)

[Privacy & Security](#)

[ACSIM](#)

[About MWR](#)

[Site Map](#)

Hosted and Developed by [DullesMicro.com](#) 2003-2004